



HTI

HOME TESTING INSTITUTE, INC.
One of THE NPD GROUP of Marketing & Research Companies

Mr. Jerry Isaacs
Philip Morris, Inc.
120 Park Avenue
New York, NY 10017

April 6, 1984

Dear Jerry,

This will serve to outline the "Premium Lights vs. Premium Lights Ovals" Cigarette Test.

STUDY DESIGN

The study will be conducted among four cells of cigarette smokers as outlined below:

<u>Group</u>	<u>Research Type</u>	<u>Outgo</u>	<u>Product</u>
1	Paired Comparison	400	Premium Lights & Premium Lights Ovals
2	Monadic	400	Premium Lights
3	Monadic	400	Premium Lights Ovals
4	Monadic	400	Premium Lights Ovals Menthol

Testers in the Paired Comparison cell will receive 3 packs of each cigarette. Testers in the Monadic cells will receive 2 packs of the test cigarettes.

SAMPLE

The sample for cells 1-3 will be a cross-section of low-tar 100mm cigarette smokers, 50% will be male and 50% will be female. The sample for cell 4 will be a cross-section of low tar 100mm menthol smokers. Again, there will be a 50/50 split between males and females. Where possible, the sample will be pulled from the recent Insta-Vue screening.

If any of the above does not agree with your understanding of the study, please contact me.

Sincerely,
Cynthia Moss
Cynthia Moss
Senior Account Manager

CM/cb
cc: S. Beckett, HTI
✓ C. Loh, Philip Morris
H. Wolf, HTI

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FLAVOR (7-15)
+ DUL
FLAVOR
will be weighed